

Harris leads Trump by four points; White and non-White voters at odds with seven weeks until Election Day

By more than two-to-one margin Harris seen as having won first Presidential debate between candidates

September 16, 2024 – The headlines of the day surround reports of a second [assassination attempt](#) on former President Donald Trump, this time near one of his golf courses in Florida. Despite this disturbing trend, Trump will [maintain his campaign schedule](#), visiting Michigan and New York among other stops. This, while he tries to make up a four-point deficit in vote intention according to new data from the Angus Reid Institute.

Vice President Kamala Harris garners 49 per cent vote intention among registered voters, with less than two months now until the election. This, after what appears to many a convincing victory in the only presidential debate to date between Trump and Harris last week.

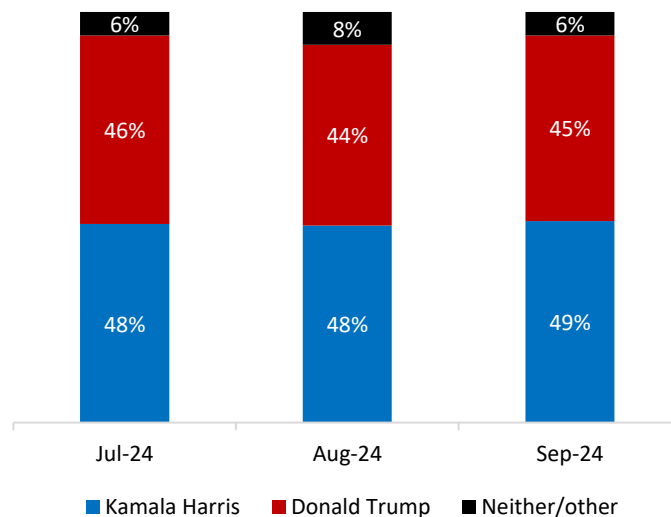
Indeed, according to this same survey, more than half (56%) of those who watched or followed the debate say that Harris held the advantage in the contest, while one-quarter (25%) believe Trump won.

Harris and President Joe Biden again [condemned acts of political violence](#) after the news of the most recent assassination attempt on Trump broke, but the leadup to the election is for now, unfortunately marred by debates over who is to blame for inciting violence.

More Key Findings:

- Harris' key advantage appears to be among women, where she is favoured over Trump across all age groups. Young men, too, say they would vote Harris (59%) over Trump (37%), while men over the age of 54 offer a significant advantage to the former president (61% to 36%)
- Vote intention among White voters favours Trump (55% to Harris 45). He trails by nearly a three-to-one ratio among non-White voters (68% Harris, 24% Trump)

Presidential vote intent
(Among leaning and decided registered voters only)



METHODOLOGY:

The Angus Reid Institute conducted an online survey from Sept. 13-16, 2024 among a representative randomized sample of 1,707 American adult registered voters who are members of [Angus Reid Forum USA](#). For comparison purposes only, a probability sample of this size would carry a margin of error of +/- 2 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding. The survey was self-commissioned and paid for by Angus Reid USA. Detailed tables are found at the end of this release.

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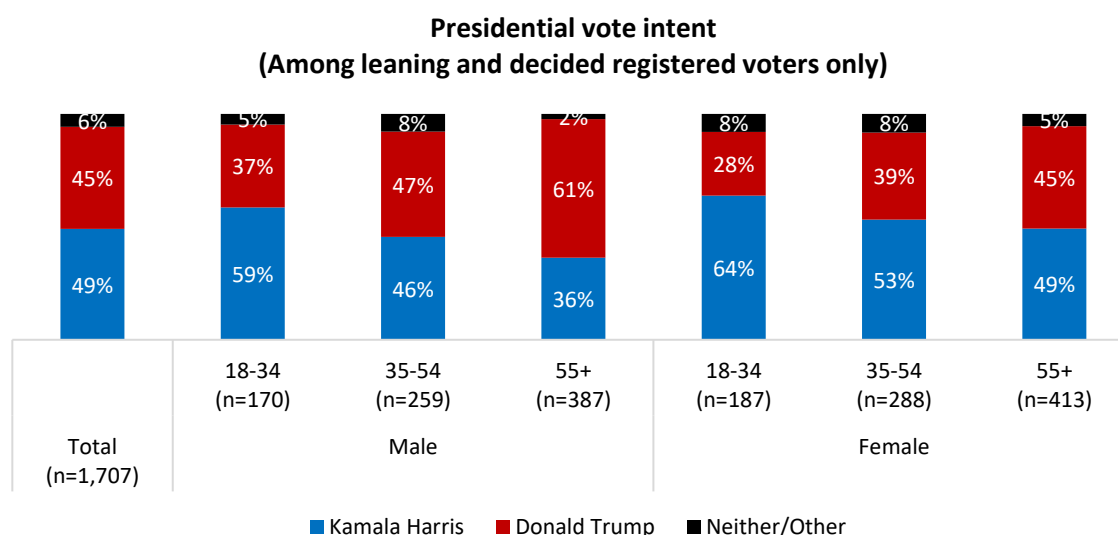
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Part One: Vote intent

Vice President Kamala Harris' performance in the first (and potentially only) presidential debate between the two candidates was lauded by many and appears to have helped to solidify her chances of winning the White House on Nov. 5. Just as was the case late in August, polling from the Angus Reid Institute finds leaning and decided registered voters preferring her to former President Donald Trump by four points. Harris holds a significant advantage among women, and delivers a near-split among men:

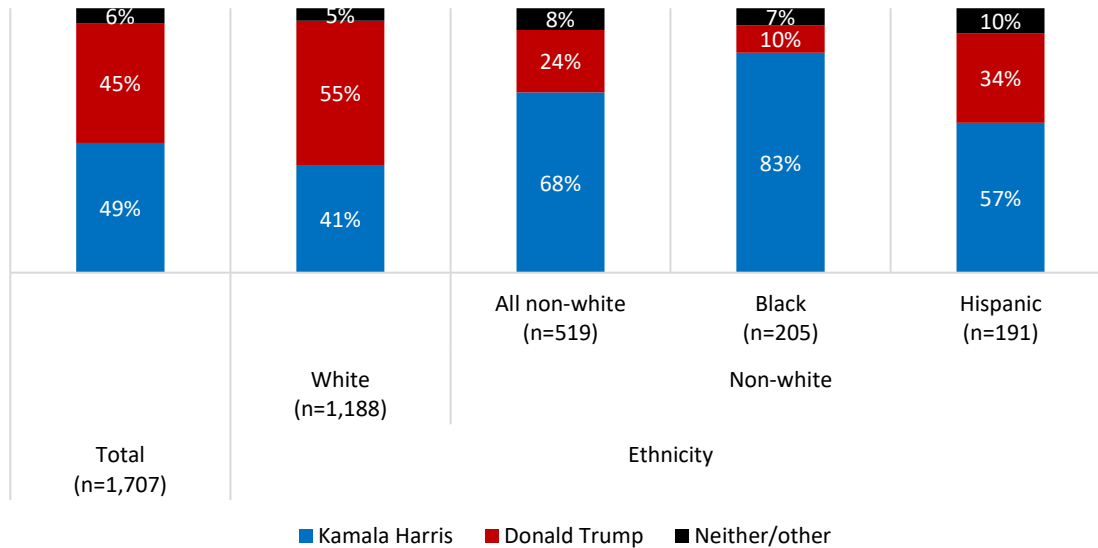


For Trump, the path to victory in November appears to run a number of ways potentially. The first would be further solidifying his advantage among White voters, where he leads by 10 points. The second would be to make up ground among non-White voters, where he fares poorly. [In 2020, Trump lost](#) the Black and Hispanic votes by approximately 80 and 20 points respectively:

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**Presidential vote intent
(Among leaning and decided registered voters only)**

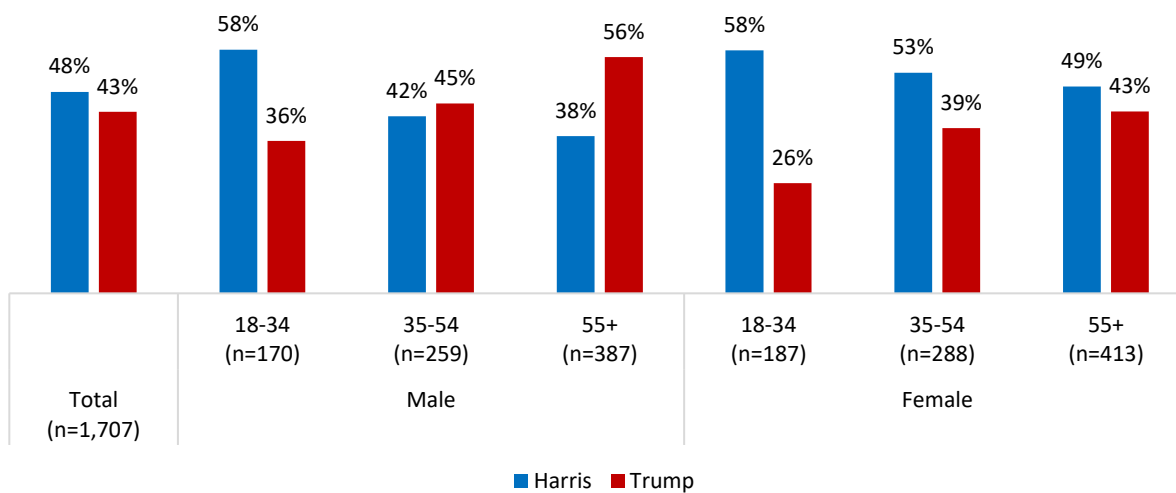


Part Two: Leadership

Favorability of Trump and Harris

Views of each candidate closely mirror vote intention, with Harris holding a five-point advantage over Trump, and sharing the same age and gender splits:

**Favourability of Harris vs. Trump
(Registered voters only)**



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How Americans describe each candidate

Each candidate has their own strengths and weaknesses according to voters. For example, three of the top five terms respondents use to describe Harris are negative, while two are positive. Women are much more likely to view her as “inspiring”, “strong”, and “compassionate”, while men are more likely to use terms like “dishonest”, “weak”, and “corrupt”:

Thinking about Kamala Harris, please choose up to five words from the following list that you would use to describe her. (Top five chosen shown; registered voters only)						
Total (n=1,707)	Male			Female		
	18-34 (n=170)	35-54 (n=259)	55+ (n=387)	18-34 (n=187)	35-54 (n=288)	55+ (n=413)
Dishonest 42%	Strategic 38%	Dishonest 45%	Dishonest 58%	Strong 45%	Strong 43%	Compassionate 39%
Strong 36%	Strong 34%	Corrupt 39%	Weak 53%	Strategic 37%	Compassionate 35%	Dishonest 38%
Corrupt 35%	Dishonest 32%	Weak 34%	Corrupt 47%	Charismatic 35%	Inspiring 34%	Strong 38%
Weak 33%	Charismatic 32%	Arrogant 31%	Arrogant 42%	Inspiring 33%	Dishonest 34%	Inspiring 35%
Compassionate 31%	Compassionate 32%	Strong 29%	Uncaring 37%	Dishonest 30%	Corrupt 29%	Weak 32%

Trump is viewed more uniformly by Americans on some fronts. Across all age and gender groups he is viewed as “arrogant” by at least 54 per cent and as a “bully” by at least 47 per cent. His most commonly described positive characteristic is strength:

Thinking about Donald Trump, please choose up to five words from the following list that you would use to describe her. (Top five chosen shown; registered voters only)						
Total (n=1,707)	Male			Female		
	18-34 (n=170)	35-54 (n=259)	55+ (n=387)	18-34 (n=187)	35-54 (n=288)	55+ (n=413)
Arrogant 59%	Dishonest 59%	Arrogant 60%	Strong 56%	Bully 64%	Arrogant 63%	Arrogant 61%
Bully 53%	Corrupt 58%	Bully 48%	Arrogant 54%	Arrogant 62%	Bully 55%	Bully 53%
Dishonest 48%	Arrogant 57%	Dishonest 48%	Bully 47%	Dishonest 55%	Dishonest 50%	Dishonest 47%
Corrupt 47%	Bully 55%	Corrupt 45%	Dishonest 38%	Corrupt 55%	Corrupt 49%	Corrupt 46%

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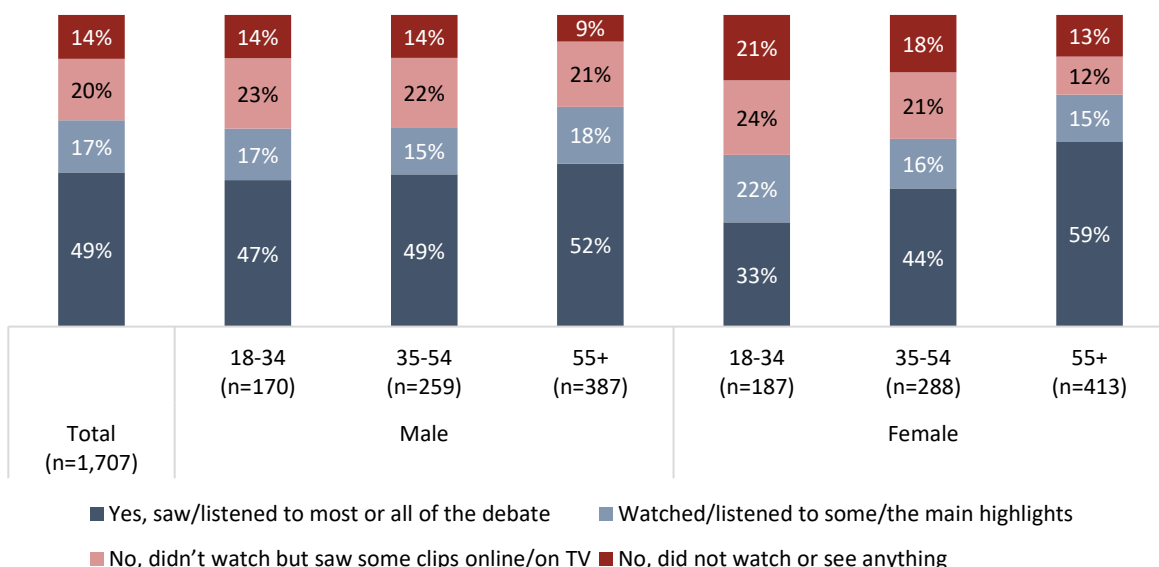
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Strong 39%	Uncaring 41%	Strong 42%	Corrupt 37%	Uncaring 38%	Uncaring 42%	Uncaring 40%
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The debate

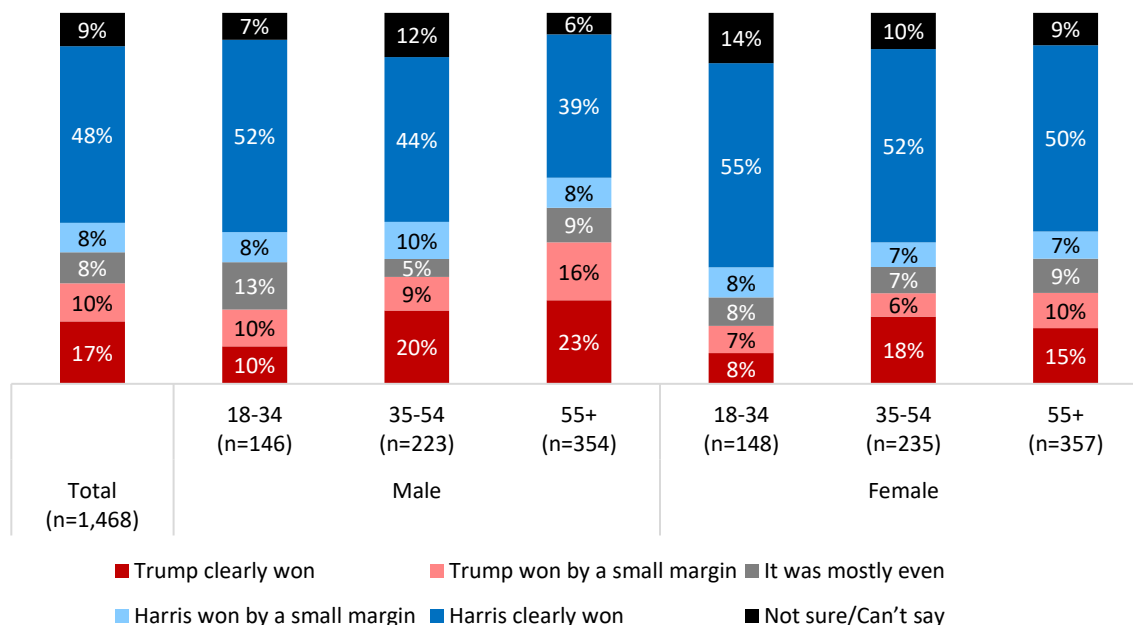
The Presidential debate held on Sept. 9 was well watched political theatre, [drawing reportedly](#) more than 67 million viewers. Overall, among registered voters two-thirds say they watched all or some of it.

Did you watch this debate? (Among registered voters only)



Among those who watched the debate, Harris was largely viewed as the winner. Half say she won “clearly” (48%) while another eight per cent say she won by a smaller margin. Notably, even among men 55 years of age and older, she was seen as winning by more people than Trump. This, from a group that offers the former president his highest levels of favourability and vote intention support:

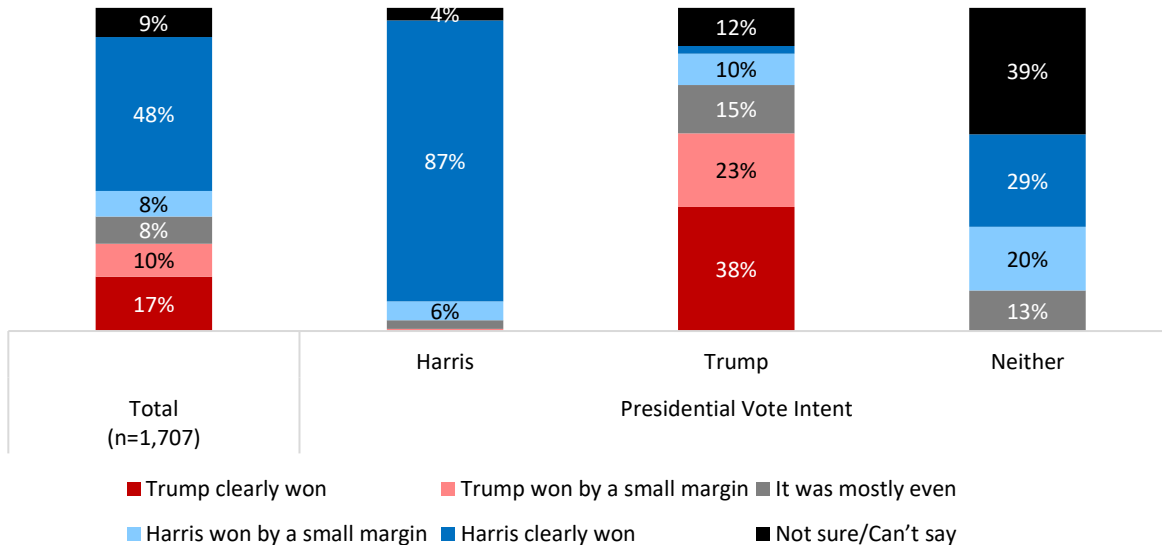
**And based on what you saw, read, or heard, who did you feel won the debate, in anyone?
(Registered voters, excluding those who didn't see or hear anything about the debate)**



Harris supporters much more convinced their candidate won debate

Perspectives on the debate are different depending on which candidate the respondent currently supports. Although, as one might expect, a majority of Trump and Harris supporters say their candidate won the debate, those who currently intend to vote Trump are much less convinced of their candidate's performance in the debate last week:

And based on what you saw, read, or heard, who did you feel won the debate, in anyone?
(Registered voters, excluding those who didn't see or hear anything about the debate)



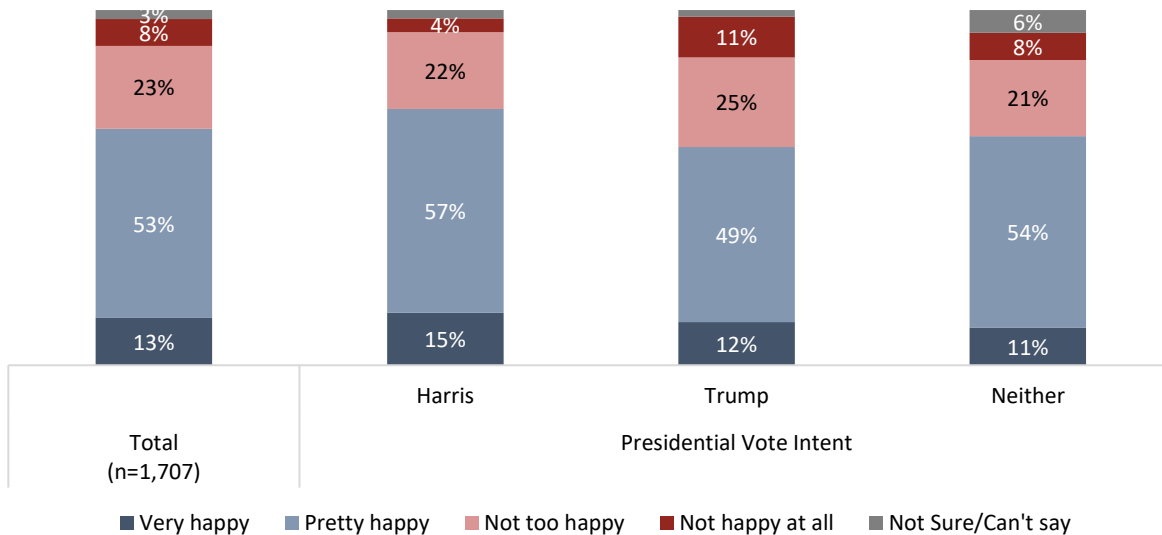
Part Three: Life satisfaction and vote

The top issues have remained relatively stable during the campaign, with cost of living continuing to outpace other concerns. Three-in-five (57%) select the high cost of living as a top concern, while issues around border security (32%), the economy more broadly (31%), reproductive rights (22%) and health care (22%) trail behind ([see detailed tables](#)).

Despite these lingering issues, voters are more happy than not overall. Two-thirds (67%) say they are “very” or “pretty” happy, while three-in-ten (31%) are either “not too happy” or “not happy at all”.

A majority of both current Trump (61%) and Harris (72%) supporters say they are pretty or very happy. However, likely Trump voters are more likely to say they are unhappy:

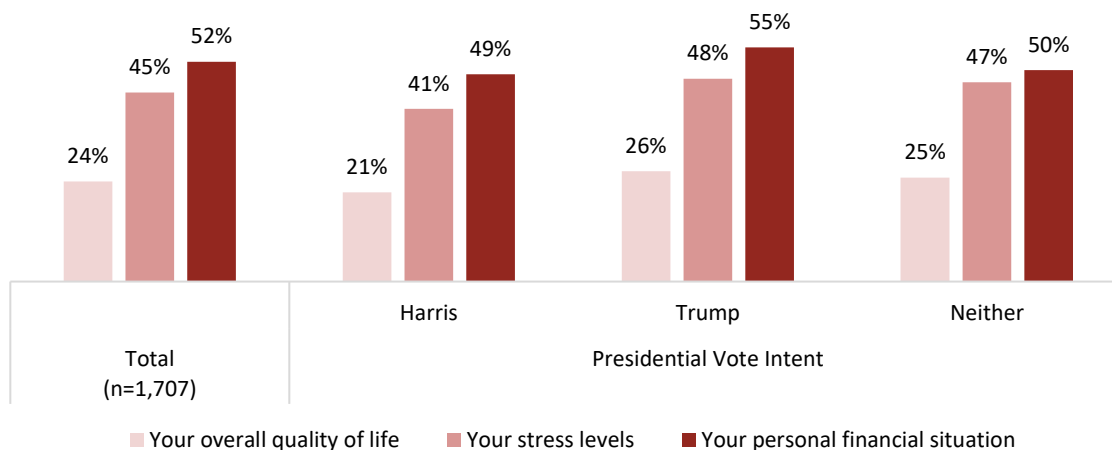
Generally, how would you say things are these days in your life -- Would you say you are very happy, pretty happy, or not too happy? (Registered voters only)



Trump voters more likely to be stressed, dissatisfied with personal finances

Across most facets of life – their own health, access to health care, friends, family, community, free time – Harris and Trump supporters express similar levels of satisfaction (see detailed tables for full responses to the question). However, there are three areas where there is a gap between the two groups of partisans: overall quality of life, stress levels and personal financial situation. On all three, likely Trump voters are more likely to say they are dissatisfied:

Percentage who say they are dissatisfied with the following (Registered voters only)



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For detailed results by age, gender, region, education, and other demographics, [click here](#).

For detailed results by past vote and vote intention, [click here](#).

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